



CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE
AGENDA

Tuesday, March 12, 2019, 6:00 PM
Pacifica Police Dept. - EOC room, 2075 Pacific Coast Hwy, Pacifica

CALL TO ORDER:

Roll Call:

- a. Members: Louise McGinnis Barber, Rachel Cauteruccio, Matthew Dougherty, Daisy Fong, Samantha Hauser, Archie Judan, David Leal, Jonathan Mizrahi, Grace Sobieski
- b. City Council Liaisons: Sue Beckmeyer, Mike O'Neill
- c. Staff Liaison: Thomas Myers

ADMINISTRATIVE BUSINESS (5 minutes):

- Approval of Order of Agenda
- Approval of Minutes of February 12, 2019

COMMUNITY COMMUNICATIONS (10 minutes):

Oral Communications at opening:

This portion of the agenda is available to the public to address the Committee on any issue within the subject matter jurisdiction of the Committee that is not on the agenda.

PRESENTATIONS (25 minutes):

1. Lauren Zukowski, Zukowski Collective – Introduction by Grace Sobieski
2. Confirmation of May, June, July, August presenters – Archie, Louise, Rachel, and Sue

COMMITTEE COMMUNICATIONS (50 minutes):

1. Event Opportunities (i.e. Trivia or Treat) – Jonathan
2. 2019 Presentation to Council
 - a. Review Parameters (allotted time, order, other committees presenting)
 - b. Review 2018 City Council Workplan presentation
 - c. Implement 2019 City Council Workplan updates
 - i. Outreach Summary
 - ii. BID numbers & Sales Tax Numbers

INFORMATIONAL ITEMS (10 minutes):

1. Update by Library Advisory Committee - David Leal
2. Update from Chamber of Commerce – Archie Judan
3. Ohlone Portola Events - Daisy Fong

STAFF COMMUNICATIONS (10 minutes):

1. Sharp Park Specific Plan
2. Hotel Project Applications
3. Brown Act & Future Ethics Training Events

ORAL COMMUNICATION FROM THE COMMITTEE (10 Minutes)

1. Updates from Committee Members
2. Next Scheduled Meeting – April 9, 2019

ADJOURNMENT

Notes: *Please note that timeframes were provided at the request of the Committee Chair and are meant to provide guidance and not limitations.

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CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES

Tuesday, February 12, 2019, 6:00 PM

Pacifica Police Dept. - EOC room, 2075 Pacific Coast Hwy, Pacifica

CALL TO ORDER:

6:01PM

Roll Call:

1. Members: **Louis McGinnis Barber, Rachel Cauteruccio, Matthew Dougherty, Daisy Feng, Samantha Hauser, Archie Judan, David Leal, Jonathan Mizrahi, Grace Sobieski**
2. City Council Liaisons: **Sue Beckmeyer, Mike O'Neill**
3. Staff Liaison: **Thomas Myers**

ADMINISTRATIVE BUSINESS (10 minutes):

Approval of Order of Agenda

Rachel motioned, Grace seconded; Passed Unanimously 8-0

Approval of Minutes of January 8, 2019

Correction: Staff Communications : city manager office is planning the celebration, seeking funding for phase 2 of Palmetto plan. Planning department is working on general plan, local coastal plan, sharp park specific plan.

Rachel Motions, Grace seconds passed unanimously 8-0

COMMUNITY COMMUNICATIONS (10 minutes):

Oral Communications at opening:

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PRESENTATIONS (15 minutes):

1. Set Preliminary 2019 Presentation Schedule and Prospective Presenters

SH: Do we want to continue the guest presentations?

GS: Has someone for march.

LMB: Will work with their contact for April/May

RC: Will work with their contact for April/May

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SB: Has a graphic designer who may be able to attend.

SH: When do we want to summarize our outreach?

DL: We may want to do this in March in anticipation of Council presentation in May.

TM: Our council will presentation is tentatively scheduled for 5/13

SH: We will have the guest as well as the council presentation for the March agenda.

COMMITTEE COMMUNICATIONS (75 minutes):

1. Process for Meeting Minutes – Samantha

Meeting minutes will be sent to Sam immediately after meeting.

2. Website Updates – Grace/Matthew

Grace: Matt and Grace met with Thomas.

Thomas: Intern at City is currently working on fixing broken links/errors. New IT hire will do entire assessment of website to assess data prior to 2016 as well as evaluate the platform.

3. Event Opportunities

JM: There are many challenges to having a Halloween event.

SH: Trivia or Treat

JM, GS: Will take the action item to find out the process for event opportunities and planning and report back to committee at future date.

4. 2019 Presentation to Council

DL: Gave overview of process for last year's presentation.

SH: Send presentation out to committee for review

AJ: Provide BID numbers next meeting.

SH: We'll review presentation materials at our next meeting.

5. 2019 Work plan & Goal Setting

SH: Whiteboard goal setting framework

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MO: Council working session for goals setting is March 9th.

Committee discussion:

District Improvement & Engagement

Palmetto/Sharp Park project

Sharp Park Specific Plan

Local doc updates and having businesses participate

Community Outreach (education/engagement/specific plan meetings/awareness of the meetings and the impact you can have from attending)

Revenue

Increase TOT (hotels/airbnb/camping/RV/other)

Increase Sales Tax (new businesses/weekday traffic)

Avoid retail and b2bl leakage, also educate about leakage

Increase sales at local businesses

Marketing

Visitor Serving information (whether it be signage/handout/web) ecology is our economy

Identify resources/customer service for new businesses/B2B

Web presence/event exposure/promotion; Transparency for city information in government

Regular Polls and participation from residents

EDC Events

Obtain EDC Specific budget

Council prep meeting attendance discussion:

Rachel 9-noon

Sam: noon-3

Louise : 3-5pm

Archie : 5-7pm

Jonathan : 7-9pm

Committee Goals:

1. Work with the City Manager to review and develop plans to improve customer service in departments interfacing with current and potential Pacifica businesses;

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2. Facilitate owners/operators in existing business districts to organize, develop and implement plans for improvement and business development; and
3. Devise and implement a plan for outreach and marketing of Pacifica to encourage business growth.

Goals discussion will occur at april meeting.

INFORMATIONAL ITEMS (10 minutes):

1.Update by Library Advisory Committee - David Leal

Meeting tomorrow is cancelled. Monday, February 25, 2019 is a presentation to council with an update.

2.Update from Chamber of Commerce – Archie Judan

Chamber has elected a new president.

Chamber has doubled their board members.

Award dinner is on February 28th at Nick's.

Focusing on provider directory.

3.Ohlonge Portola Events - Daisy Fong - Skipped due to Daisy's absence.

MO: Ohlonge presentation at Pacifica History museum.

STAFF COMMUNICATIONS (10 minutes):

1. Brown Act & Future Ethics Training Events
 - a. Date this summer to update members on Brown Act.
 - b. Quorum number is 5, 9 person committee.
 - c. Use City email for EDC business.
2. 2212 Beach Blvd, scheduled to have update at next meeting.
3. City passed utensil/straw ordinance, this includes public rental facilities.

ORAL COMMUNICATION FROM THE COMMITTEE (10 Minutes)

1. Updates from Committee Members
 - a. DL: New Indoor plant shop opened on Palmetto.
 - b. RC: Terra Nova event mentioned at last meeting was huge success.
 - c. MO: San Mateo Visitors Bureau, MO and SB are attending soon.
 - i. County is looking into putting a parking lot at the top of Fassler.
 - d. SH: Patti and Sam are liaisons to each other's committee (BAC and EDC)
2. Next Scheduled Meeting – March 12, 2019

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ADJOURNMENT - 7:34pm DL Motioned, AJ seconded, unanimously passed.

Notes:

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